

Appl. No. 09/560,836  
Reply to Office action of 11/22/2004

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-48 (CANCELLED)

49. (NEW) A method of advertising, comprising:

providing a user terminal;

providing a web site for user registration; said web site for providing advertising data to said user terminal;

providing a printer for printing pages of data;

providing other data to be printed;

printing said advertising data together with said other data to be printed; and

recording credits for said user on said web site based on the quantity of pages printed with said advertising data.

50. The method as in claim 49 further comprising the step of establishing an account for said user at said website for accumulating said credits.

51. The method as in claim 49 further comprising the step of redeeming said recorded credits for goods.

52. The method as in claim 49 further comprising the step of redeeming said recorded credits for services.

53. The method as in claim 49 wherein said user terminal comprises a computer system.

54. The method as in claim 49 further comprising the steps of:

acquiring on said web site demographic, geographic and other information associated with said user;

Appl. No. 09/560,836  
Reply to Office action of 11/22/2004

providing user targeted advertising data to said user terminal based on said acquired information; and;

printing said user targeted advertising data together with said other data to be printed on said printer.

55. A method of advertising, comprising:

providing a user terminal;

providing a web site for user registration;

providing a printer for printing pages of data;

providing advertising data;

providing other data to be printed;

printing pages having said advertising data together with said other data to be printed; and

recording credits for said user on said web site based on the quantity of pages printed with said advertising data.

56. The method as in claim 55 further comprising the step of establishing at said web site an account for said user for accumulating said credits.

57. The method as in claim 55 further comprising the step of redeeming said recorded credits for goods.

58. The method as in claim 55 further comprising the step of redeeming said recorded credits for services.

59. The method as in claim 55 wherein said user terminal comprises a computer system.

60. The method as in claim 55 further comprising the steps of:

acquiring on said web site demographic, geographic and other information associated with said user;

providing user targeted advertising data to said user terminal based on said acquired information; and;

Appl. No. 09/560,836

Reply to Office action of 11/22/2004

printing said user targeted advertising data together with said other data to be printed on said printer.

61. A system for advertising, comprising:

a user terminal for providing data to be printed;

a web site for user registration; said web site for providing advertising data to said user terminal;

a printer associated with said user terminal for printing pages of data including said advertising data together with said data to be printed; and

said web site is adapted to record credits for said user on said web site based on the quantity of pages printed with said advertising data.

62. The system as in claim 61 wherein said web site is further adapted to establish an account for said user at said web site for accumulating said credits.

63. The system as in claim 61 wherein said web site is further adapted to redeem said recorded credits for goods.

64. The system as in claim 61 wherein said web site is further adapted to redeem said recorded credits for services.

65. The system as in claim 61 wherein said user terminal comprises a computer system.

66. The system as in claim 61 wherein said web site is further adapted to receive from said user terminal demographic, geographic and other information associated with said user, and provide user targeted advertising data to said user terminal based on said received information; and wherein said printer also prints said user targeted advertising data together with said data to be printed.

67. A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps of advertising, said method steps comprising:

Appl. No. 09/560,836

Reply to Office action of 11/22/2004

providing for user registration on a web site; said web site for providing  
advertising data to a user terminal;  
providing other data to be printed;  
printing said advertising data together with said other data to be printed on  
a printer associated with said user terminal; and  
recording credits for said user on said web site based on the quantity of  
pages printed with said advertising data.

68. The program storage device as in claim 67 wherein said method steps further comprises the step of establishing an account for said user at said website for accumulating said credits.

69. The program storage device as in claim 67 wherein said method steps further comprises the step of redeeming said recorded credits for goods.

70. The program storage device as in claim 67 wherein said method steps further comprises the step of redeeming said recorded credits for services.

71. The program storage device as in claim 67 wherein user terminal comprises a computer system.

72. The program storage device as in claim 67 wherein said method steps further comprises the steps of:

acquiring on said web site demographic, geographic and other information associated with said user;

providing user targeted advertising data to said user terminal based on said acquired information; and;

printing said user targeted advertising data and said other data to be printed on said printer.

73. The program storage device as in claim 67 wherein said device is memory.